

Rep Order# 6868386 Ver# 5 Status Revised Traffic Order# 217914 Printed: 10/31/2012 1:17 PM 1 of 2  
EC'd Yes Last Received: 10/31/2012 12:59 PM  
Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) COM 2 ELECT SANCHEZ  
Product COMM ELECT M. SANCHEZ  
Estimate#  
Buyer CHRIS BRIMER  
Phone#  
Fax#

Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 10/27/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) ATLANTA  
Salesperson ( ) DAVID HAY  
Salesperson Phone# 404-443-2155  
Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---  
 COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC\*\*

--- REMARKS ---  
 MG'S APPLIED THAT WERE EMAILED YESTERDAY  
 PLS CONF/THANKS. GAIL

| Ln  | Daypart | Program | Dates                      | # of Weeks | Total Cost | Len | Spots/Week | Day | Time     | Total Spots | Rate     |
|---|---------|---------|----------------------------|------------|------------|-----|------------|-----|----------|-------------|----------|
| *1  |         |         | 10/27-10/27<br>11/03-11/03 | 1<br>1     | \$250.00   | :30 | 0<br>1     | SA  | 930P-10P | 0<br>1      | \$250.00 |
| Buyline Comment: NEWS<br>[MADE-GOOD BY LINE(S) 8 9]<br>V5 Effective Dates Changed   |         |         |                            |            |            |     |            |     |          |             |          |
| *8  |         | NEWS    | 10/31-10/31                | 1          | \$300.00   | :30 | 1          | W   | 930P-10P | 1           | \$300.00 |
| Buyline Comment: MG PKG<br>[MKGD FOR SPOTS MISSED ON LN #1: 10/27(1/WK), MKGD FOR SPOTS MISSED ON LN #2: 10/28(1/WK)]<br>V5 Added |         |         |                            |            |            |     |            |     |          |             |          |
| *9  |         | NEWS    | 11/01-11/01                | 1          | \$300.00   | :30 | 1          | TH  | 930P-10P | 1           | \$300.00 |
| Buyline Comment: MG PKG<br>[PART OF A MKGD MADE UP OF LINES 8 9]<br>V5 Added  |         |         |                            |            |            |     |            |     |          |             |          |
| *2  |         |         | 10/28-10/28<br>11/04-11/04 | 1<br>1     | \$350.00   | :30 | 0<br>1     | SU  | 930P-10P | 0<br>1      | \$350.00 |
| Buyline Comment: NEWS<br>[MADE-GOOD BY LINE(S) 8 9]<br>V5 Effective Dates Changed   |         |         |                            |            |            |     |            |     |          |             |          |

---REPORT TOTALS---

EC'd Yes Last Received: 10/31/2012 12:59 PM Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) COM 2 ELECT SANCHEZ  
 Product COMM ELECT M. SANCHE  
 Estimate#  
 Buyer CHRIS BRIMER  
 Phone#  
 Fax#

Agency ( ) LUC, INC.  
 25 WHITLOCK PLACE, 2ND FL  
 MARIETTA, GA 30064  
 Agency C/P1/P2/E  
 Flight Dates 10/27/2012 - 11/06/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) ATLANTA  
 Salesperson ( ) DAVID HAY  
 Salesperson Phone# 404-443-2155  
 Salesperson FAX# 404-935-0683

Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00 Nov 12: 11 / \$3,700.00  
 Sales Totals: 11 / \$3,700.00  
 Station Totals: 11 / \$3,700.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |         |          |         |         |          |
|---------------|----------|---------|----------|---------|---------|----------|
| Market Totals | \$52,857 | CABL 0% | KASA 7%  | KASY 0% | KLUZ 0% | KOAT 36% |
|               |          | KOB 38% | KRQE 19% | KWBQ 0% |         |          |

Books null  
 Demos RA35+

--- CREDIT RISK ---  
 CASH IN ADVANCE

Rep Order# 6868386 Ver# 4 Status Returned Traffic Order# 217914 Printed: 10/29/2012 4:39 PM 1 of 2  
EC'd Yes Last Received: 10/26/2012 11:21 AM  
Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) COM 2 ELECT SANCHEZ  
Product COMM ELECT M. SANCHEZ  
Estimate#  
Buyer CHRIS BRUMER  
Phone#  
Fax#

Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 10/27/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) ATLANTA  
Salesperson ( ) DAVID HAY  
Salesperson Phone# 404-443-2155  
Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---  
 COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC=\*

--- REMARKS ---  
 SEE LINES 1 AND 2

| Ln   | Daypart | Program               | Dates       | # of Weeks | Total Cost | Len | Spots/Week | Day | Time     | Total Spots | Rate     |
|--|---------|-----------------------|-------------|------------|------------|-----|------------|-----|----------|-------------|----------|
| *1   |         | Buyline Comment: NEWS | 10/27-11/03 | 2          | \$500.00   | :30 | 1          | SA  | 930P-10P | 2           | \$250.00 |
| Station Remark: V4 PE 10/27 DUE WORLD SERIES RAN LONG, NEW BREAKS DROPPED. MG WED 10/31 1C STP \$300 |         |                       |             |            |            |     |            |     |          |             |          |
| *2   |         | Buyline Comment: NEWS | 10/28-11/04 | 2          | \$700.00   | :30 | 1          | SU  | 930P-10P | 2           | \$350.00 |
| Station Remark: V4 PE 10/28 DUE SPORTS. MG THUR 11/1 STP \$300                                       |         |                       |             |            |            |     |            |     |          |             |          |

---REPORT TOTALS---  
 Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---  
 Oct 12: 2 / \$600.00 Nov 12: 9 / \$3,100.00  
 Sales Totals: 11 / \$3,700.00  
 Station Totals: 11 / \$3,700.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$52,857  
 CABL 0% KASA 7% KASY 0% KLUZ 0% KOAT 36%  
 KOB 38% KRQE 19% KWBQ 0%

Books null  
 Demos RA35+

# Spot Manager: Preempted/Unresolved,

| Order #                                   | Alt Order # | Line | Length | Rate     | Pri | Date | AE       | Created | Time Period | Inv. Code (Booked) | Station/Office             | Expected | State Reason             |
|---|-------------|------|--------|----------|-----|------|----------|---------|-------------|--------------------|----------------------------|----------|--------------------------|
| Advertiser: POL/Committee 2 Elect Sanchez |             |      |        |          |     |      |          |         |             |                    |                            |          |                          |
| 217914                                    | 06868386    | 1    | :30    | \$250.00 | No  | P5   | 10/27/12 | ptatl   | 10/26/12    | 930p-10p           | Sa News 13 on FOX 930-KASA | P-ATL    | \$0.00 [Sports Ran Over] |
| 217914                                    | 06868386    | 2    | :30    | \$350.00 | No  | P5   | 10/28/12 | ptatl   | 10/26/12    | 930p-10p           | Su News 13 on FOX 930-KASA | P-ATL    | \$0.00 [Sports Ran Over] |
|   |             |      |        |          |     |      |          |         |             |                    |                            | \$600.00 | \$0.00                   |
|   |             |      |        |          |     |      |          |         |             |                    |                            | \$600.00 | \$0.00                   |

MC 1X 930-10p LN Wed 10/31 @ 4300

MC 1X

930-10p LN Thur 11/1 @ 4300

EC'd Yes Last Received: 10/26/2012 11:21 AM Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) COM 2 ELECT SANCHEZ  
 Product COMM ELECT M. SANCHE  
 Estimate#  
 Buyer CHRIS BRIMMER  
 Phone#  
 Fax#

Agency ( ) LUC, INC.  
 25 WHITLOCK PLACE, 2ND FL  
 MARIETTA, GA 30064  
 Agency C/P1/P2/E  
 Flight Dates 10/27/2012 - 11/06/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) ATLANTA  
 Salesperson ( ) DAVID HAY  
 Salesperson Phone# 404-443-2155  
 Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---

COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC=\*

--- REMARKS ---

TOOK OUT NA LINE 3 - PLS CONF/THANKS. GAIL

| Ln | Daypart | Program | Dates       | # of Weeks | Total Cost | Len | Spots/Week | Day | Time    | Total Spots | Rate     |
|----|---------|---------|-------------|------------|------------|-----|------------|-----|---------|-------------|----------|
| *3 |         |         | 10/28-10/28 | 1          | \$400.00   | :30 | 0          | SU  | 9P-930P | 0           | \$400.00 |
|    |         |         | 11/04-11/04 | 1          |            |     | 1          |     |         | 1           |          |

Buyline Comment: NEWS

Sales Remark: V3 TOOK OUT NA 10/28

V3 Comment Changed, Spots/week Changed

---REPORT TOTALS---

Report Totals: 1 / \$400.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$600.00 Nov 12: 9 / \$3,100.00

Sales Totals: 11 / \$3,700.00

Station Totals: 11 / \$3,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$52,857

|         |          |         |         |          |
|---------|----------|---------|---------|----------|
| CABL 0% | KASA 7%  | KASY 0% | KLUZ 0% | KOAT 36% |
| KOB 38% | KRQE 19% | KWBQ 0% |         |          |

Books null  
 Demos RA35+

Rep Order# 6868386  
EC'd Yes

Ver# 1  
Status New


Traffic Order# 217914  
Printed: 10/26/2012 8:16 AM  
Last Received: 10/26/2012 7:04 AM  
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) COM 2 ELECT SANCHEZ  
Product COMM ELECT M. SANCHE  
Estimate#  
Buyer CHRIS BRIMER  
Phone#  
Fax#

Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 10/27/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) ATLANTA  
Salesperson ( ) DAVID HAY  
Salesperson Phone# 404-443-2155  
Salesperson FAX# 404-935-0683



--- CONTRACT COMMENT ---  
 COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC=\*

| Ln | Daypart | Program                        | Dates       | # of Weeks | Total Cost | Len | Spots/Week | Day   | Time     | Total Spots | Rate     |
|----|---------|--------------------------------|-------------|------------|------------|-----|------------|-------|----------|-------------|----------|
| 1  |         | Buyline Comment: NEWS          | 10/27-11/03 | 2          | \$500.00   | :30 | 1          | SA    | 930P-10P | 2           | \$250.00 |
| 2  |         | Buyline Comment: NEWS          | 10/28-11/04 | 2          | \$700.00   | :30 | 1          | SU    | 930P-10P | 2           | \$350.00 |
| 3  |         | Buyline Comment: NEWS          | 10/28-11/04 | 2          | \$800.00   | :30 | 1          | SU    | 9P-930P  | 2           | \$400.00 |
| 4  |         | Buyline Comment: NEWS<br>1/DAY | 11/01-11/02 | 1          | \$800.00   | :30 | 2          | TH-F  | 9P-930P  | 2           | \$400.00 |
| 5  |         | Buyline Comment: NEWS<br>1/DAY | 10/30-11/01 | 1          | \$600.00   | :30 | 2          | TU,TH | 930P-10P | 2           | \$300.00 |
| 6  |         | Buyline Comment: NEWS          | 11/05-11/05 | 1          | \$400.00   | :30 | 1          | M     | 9P-930P  | 1           | \$400.00 |
| 7  |         | Buyline Comment: NEWS          | 11/05-11/05 | 1          | \$300.00   | :30 | 1          | M     | 930P-10P | 1           | \$300.00 |

---REPORT TOTALS---  
 Report Totals: 12 / \$4,100.00

---SALES MONTHLY TOTALS---

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) COM 2 ELECT SANCHEZ  
Product COMM ELECT M. SANCHEZ  
Estimate#  
Buyer CHRIS BRIMER  
Phone#  
Fax#

Agency ( ) LUC, INC.  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E  
Flight Dates 10/27/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) ATLANTA  
Salesperson ( ) DAVID HAY  
Salesperson Phone# 404-443-2155  
Salesperson FAX# 404-935-0683

Oct 12: 3 / \$1,000.00 Nov 12: 9 / \$3,100.00

Sales Totals: 12 / \$4,100.00

Station Totals: 12 / \$4,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |         |          |         |         |          |
|---------------|----------|---------|----------|---------|---------|----------|
| Market Totals | \$58,571 | CABL 0% | KASA 7%  | KASY 0% | KLUZ 0% | KOAT 36% |
|               |          | KOB 38% | KRQE 19% | KWBQ 0% |         |          |

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

# Spot Manager: All,

| Order | Alt Order # | Estimate | Date | Length | Priority | Air Time | Product | Ad-ID | Rate |
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|

Station: KASA  
Advertiser: POL/Committee 2 Elect Sanchez  
Agency: Luc Inc

|                       |          |     |    |            |                   |  |  |  |          |
|-----------------------|----------|-----|----|------------|-------------------|--|--|--|----------|
| Line: 1               |          |     |    |            |                   |  |  |  |          |
| Time Period: 930p-10p |          |     |    |            |                   |  |  |  |          |
| 217914 06868386       | 10/31/12 | :30 | P5 | 9:56:35 PM | COMM ELE(DBMS001H |  |  |  | \$300.00 |
| 217914 06868386       | 11/03/12 | :30 | P5 | 9:48:27 PM | COMM ELE          |  |  |  | \$250.00 |
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# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ STATE/LOCAL CANDIDATE

☐ FEDERAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:** KASA - TV Santa Fe, NM

**Date:** 10/26/2012

I, Chris Brimmer

being/on behalf of: Sanchez, Michael

, a legally

qualified candidate of the Democrat

political

party for the office of: State Senate

in the General

election to be held on: 11/06/2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
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SEE ATTACHED

Date of First Broadcast: 10/27/2012 Date of Last Broadcast: 11/06/2012

**Total Charges:** \$\*\*\*\*\*3,485.00 NET



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

SEE ATTACHED

I represent that the payment for the above described broadcast time has been furnished by:  
Committee to Elect Michael S. Sanchez

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lynn Sanchez, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Date  
10/26/2012

Signature



**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

